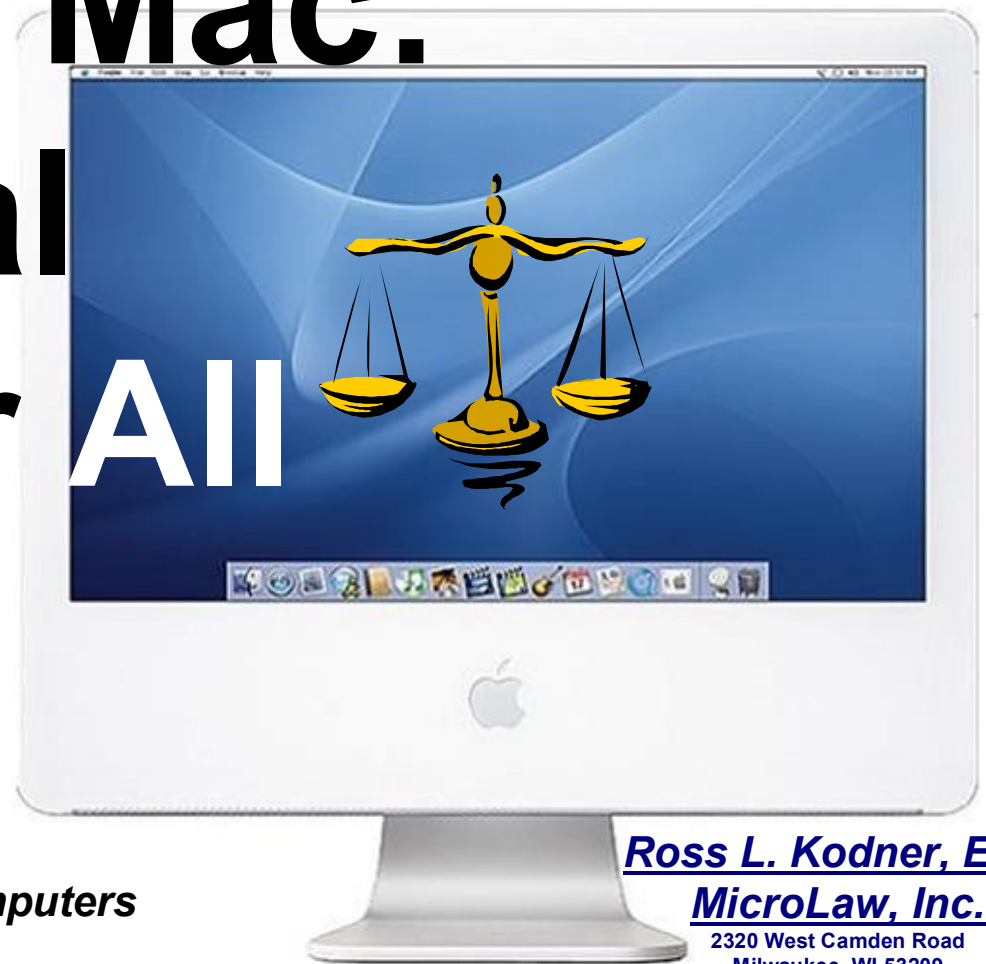




The Legal Mac: A Practical Option for All Lawyers



*Apple Legal SuperSession
Brought to you by: Apple Computers
LegalTech West Coast
June 22/23, 2005*

Ross L. Kodner, Esq.

MicroLaw, Inc.

2320 West Camden Road
Milwaukee, WI 53209
414-540-9433
www.microlaw.com
rkodner@microlaw.com

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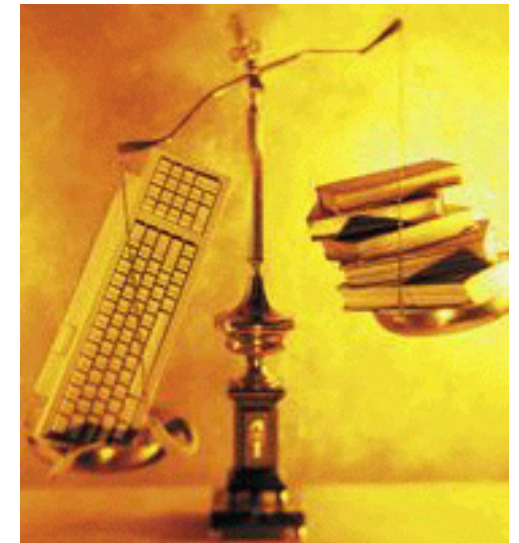
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Apple



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www.apple.com/business/solutions/legal.html**



Your Presenter:

Ross L. Kodner, Esq.

CEO/Senior Legal Technologist
MicroLaw, Inc.
Milwaukee, Wisconsin
E-Mail: rkodner@microlaw.com
Web: www.microlaw.com



- ♦ Marquette Univ. Law School, 1986 (Law Review)
- ♦ Founded MicroLaw in 1985
- ♦ Legal Technologist
- ♦ Chair, Milwaukee Bar Association Technology Committee, Chair Midwest Law & Technology Conference 2002-2005
- ♦ Technolawyer Consultant of the Year 1999, Contributor of the Year 2001, 2002
- ♦ Over 750 law practices assisted
- ♦ Obsessive author and speaker nationwide on legal technology subjects
- ♦ Chair, ABA LPM Section Computer & Technology Division since 1998 and Member, TECHSHOW 1998-2001 Board; Co-Chair, LegalTech Planning Board for all U.S. Conferences
- ♦ Former Board Member, State Bar of Wisconsin Law Practice Section; Technology Resource Committee
- ♦ Co-Founder, Legal Technology Alliance



“Get a Mac” - Is it an Option for Lawyers?

- We’ve all heard the exhortation anytime we face Windows trials and tribulations
- Today, with 100% file compatibility and Virtual PC 7 from Microsoft to run Windows applications, Macs can make real economic and functional sense for lawyers, especially in smaller practices
- The Mac Mini is a perfect example of a low-cost network station - from \$499
- Powerbooks could be the ultimate Legal Road Warrior platform
- So explore, subscribe to MacLaw and MacAttorney and consider “getting a Mac”
- www.apple.com



The New PowerBook G4 Family

G4 processor speeds up to 1.5GHz, better graphics, 4x DVD Burning and AirPort Extreme standard.



Introducing Mac mini.

The most affordable Mac ever. Starting at \$499.

Microsoft®
Virtual PC for Mac
VERSION 7

MacAttorney.com

MacLaw.org

Microsoft®
Office:mac
2004


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The “Legal Apple Cart:” It’s Getting More Crowded Than You Might Think

- More and more law firms are saying enough is enough when it comes to PC systems that just don’t compute
- The ranks of Mac-using lawyers are steadily increasing
- When time is money, every crash, reboot, each peripheral that won’t connect . . . all cost law practices money
- For Mac lawyers, their systems are their “secret weapons,” allowing them to spend more time practicing law and less time babysitting uncooperative technology



“The switch to Apple was purely a business decision. We wanted to save money by saving time — time being the most valuable thing a lawyer has. And we wanted a better sense of security. Because the integrity of our information is also among our biggest assets.”

Columbus, Ohio Mac Lawyer

“Thanks for talking about Macs in your presentation [to the South Carolina Bar’s 2005 Convention]. I’d rather that as few lawyers as possible know what you and I know about Macs. I consider my Mac to be my secret weapon and wouldn’t want word to get out”

South Carolina Solo Practitioner



Demystifying the Legal Mac - Common Myths and the Truth Behind Them

•Myth: Macs never break down

› **Fact:** *Sure they do - they computers with mechanical components like hard drives and power supplies/fans.*

› **Reality:** *Macs do tend to be more reliable than PC systems because of the general lack of multi-vendor parts and pieces and the more “closed” physical environment*

•Myth: Macs never crash

› **Fact:** *Mostly true - Mac OS X 10.3 (called “Panther”) is built on UNIX, the most reliable network operating system potentially ever created. It is objectively more stable than any Windows PC I have ever used*

•Myth: There’s no legal software for Macs

› **Fact:** *It is true that there aren’t nearly as many legal apps for Macs as for Windows systems. However, there are certainly capable products and a very collegial legal Mac community to get help and ideas.*

› **Reality:** *Perhaps the most stable and reliable way to run legal Windows apps is . . . on a Mac! Using Microsoft’s Virtual PC 7, Windows XP Pro literally runs on a Mac G4 or G5 - it’s real XP Pro so legal apps like case managers, litigation support products, etc. work well (and with enough RAM, quickly too!)*



Microsoft
Virtual PC for Mac
VERSION 7



Microsoft
Office:mac
2004



Demystifying the Legal Mac - Common Myths and the Truth Behind Them, Part 2

Myth: Macs and Mac apps require no training

Fact: *Absurd. You always need to learn how to use your software. Failure to adequately train your lawyers and staff is one of the most costly mistakes any practice can make, whether using Windows or Mac systems (or both)*

Reality: *It's just as critical to streamline the workflow of your practice and then integrate your technology into the flow if you want to actually see any kind of positive return on your legal technology investment*

Myth: Macs are just not compatible

Fact: *Wrong. In a way, you could say Macs are "hyper-compatible" with just about everything. Macs can connect to Apple, Novell, Microsoft, Unix and Linux networks. Mac Word, Excel and Powerpoint are 100% compatible with their Windows counterparts - files are completely exchangeable for this core legal app*

Reality: *Taking it a step further, if you have legal apps like TimeMatters World Server that run in a browser, it makes little difference whether you use a Mac or PC to access the software these days*





Demystifying the Legal Mac - Common Myths and the Truth Behind Them, Part 3

▀ **Myth:** Macs are only useful for “creative” work like graphic design, desktop publishing and multimedia

▸ **Fact:** *Yes and no. Macs are the perfect tools for those who do “creative” visual work. But isn’t this what trial lawyers need to do to most persuasively present their cases? It’s not that Macs aren’t well-suited to business, it’s just that Apple has been ineffective at marketing to business and professional services firms*

▸ **Reality:** *Every business, and especially time-focused professional organizations like law firms, can benefit significantly from the high levels of reliability and nearly hassle-free functionality that are the hallmarks of Macs. Apple seems to be waking up to the legal world - finally -with a commitment in terms of liveware and money that we have never seen before*

▸ **Bottom-Line:** *With that said, this time “Beta” could actually kick the crap out of “VHS” . . . if the legal marketplace needs “permission” to use Macs, there’s no reason for legal technology experts not to give it today*



The ultimate portable desktop.



De Novo Systems
DeNovoSys.com



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Taking a Byte of the Legal Apple: Fascinating Mac Stuff, Part One



- Most of us who have been Windows forever are often entirely unaware of some of the fascinating and innovative technology and tools that Mac lawyers use every day (often against us!)
- Let's explore a few tools, technologies and resources Mac lawyer's have in their law practice arsenal:



Instantly see all open windows in every app and change the front window.



“Exposé” - With Mac OS X, pressing F9 will show you all your open application windows on your electronic desktop - exactly like a real desk surface. Why can't Windows do this?

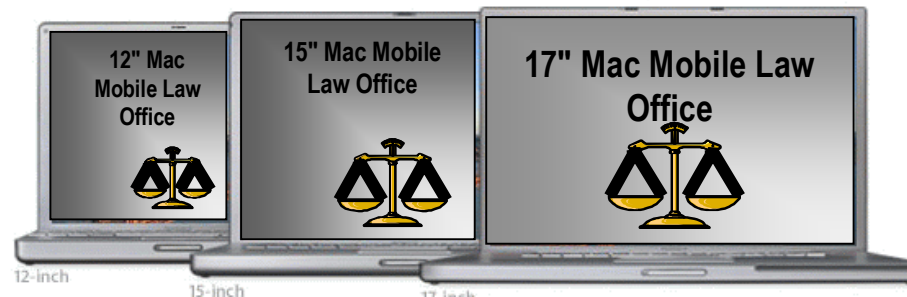


Taking a Byte of the Legal Apple: Fascinating Mac Stuff, Part Two

- The Mobile Mac Lawyer has extraordinary tools available to take his or her practice anywhere
- Powerbooks feel like the Ferrari's of the laptop world, but with Chevy reliability
- Apple's Airport Express is an incredible melding of pure business and pure entertainment
- A tiny portable wireless access point and also a way to broadcast your iTunes music (and "books on tape") to speakers or an audio system -under 8 oz., less than \$130)

The New PowerBook G4 Family

G4 processor speeds up to 1.5GHz, better graphics, 4x DVD Burning and AirPort Extreme standard.



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Swim With The Big Fish



"They often don't take advantage of the power that computers offer, most likely because they're intimidated, by the complexity of the technology, fear of viruses, fear for the security of information. The lack of clarity in the operating system confuses them and they yearn for simplicity in software which they cannot find in the Windows world.

"But all those issues disappear with the Mac,

because it's easier. And because it's easier, people do things differently here. Their computer becomes an extension of their creativity. They're all working on the same projects, but each person goes about it differently, because they customize how they're working according to what feels best for them. And suddenly they have an amazing capacity to do a lot of things that most lawyers never do, giving them a tremendous advantage."

“ With Microsoft Office we're able to generate documents and share them, or take documents created by another law firm. ”

Lawyers Unleashed

Today, the TeamTogut lawyers use the Mac for everything. They share a calendar program, a contacts database, and a time-billing system. They telecommute, accessing the office servers and email from wherever their cases take them. They manage their caseloads and profile clients using FileMaker Pro. And they write briefs, create presentations, and build spreadsheets using Microsoft Office, a tool that also allows them to share documents seamlessly with all their clients and colleagues.

"We benefit from the Microsoft Office products being totally cross-platform," says Togut. "So we're able to generate documents and share them, or take documents created by another law firm and use them on our machines without any translation issue — except that they have to deal with viruses and we don't.



Macs-to-Employees: 2 to 1

With 25 employees, Togut, Segal & Segal is considered a small firm, yet its arsenal of technology includes close to 50 desktop and laptop computers. Al Togut explains the 2-to-1 ratio with a dismissive wave of his hand — to him, more Macs simply means more productivity from his people, and a virtually guaranteed return on his investment.

"I have a paralegal," he says. "She has a long commute. After she'd been with us just two months, she came to me and said, 'Could I get a laptop? I'd like to work while I'm on the train.' My immediate answer was, 'You bet!'

"I'm overjoyed when people ask me for a mobile Mac. In fact, I think using the Mac actually motivates people to want to use it more."

Macintosh Law Office Applications:

- Bouvier's Law Dictionary
- Brief Accounting
- Brief EnCounters
- CompSoft/ComLeMentor
- FileMaker Pro
- First Class Contact Management
- HUD1Forms

**Real Lawyers
DO Use Macs:
Read Law Practice
Case Studies at
Apple.com/
smallbusiness
(Click on "Legal")**

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The Legal iPod: Business First, Music Second?

- Apple's wildly popular iPod portable media player has legitimate legal and business applications!
- An iPod can serve as an external hard drive, backing up files, providing document and image storage
- Add data backup software like Backup MyPC, RetroSpect or Second Copy and you've got a laptop backup system
- Store digital photos of clients, accident scenes, real estate property using the iPod Photo
- So think Work First, Music Second!
- \$299-\$599
- www.apple.com

 <p>iPod mini 5 colors, 1000 songs Tiny. Light. And totally irresistible. Carry up to 70 hours of music, and use the Apple Click Wheel to play the tunes you want to hear. just \$249</p>	 <p>iPod 10,000 songs remixed Better than ever, iPod features the Apple Click Wheel for easy use. Enjoy up to 12 hours battery life. Shuffle songs with one click. from \$299</p>
 <p>iPod U2 Special Edition As unique as U2 itself, this gorgeous 20GB iPod holds 5,000 songs and features autographs of all four band mates plus exclusive extras. just \$349</p>	 <p>iPod photo Songs & photos to go Carry up to 15,000 songs or 25,000 photos. View the photos on the razor-sharp color display or show them to others on your TV. from \$499</p>





Thank You For Listening! For Technology and Practice Management Help for Your Practice, I'm Happy to Help



Ross Kodner

President and CEO

MicroLaw, Inc.

Automating Lawyers Since 1985

Phone: 414-540-9433

FAX: 414-540-9548

E-Mail: rkodner@microlaw.com

Clicks: www.microlaw.com

Bricks: 2320 W. Camden Rd. Milwaukee, WI 53209